

03-18-02

17



27123

PATENT TRADEMARK OFFICE

Docket No. 4330-4004US1

Express Mail No. EV062746150US

↑AFFIX CUSTOMER NO. LABEL ABOVE ↑

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**UTILITY APPLICATION AND FEE TRANSMITTAL §(1.53(b))**

Commissioner for Patents  
Washington, DC 20231

Sir:

Transmitted herewith for filing is the patent application of

Inventor(s) names and addresses:

(1) Alex Mashinsky  
c/o Q Rating  
317 Madison Ave  
New York, NY 10017  
USA

(2) Jeff Parness  
c/o Q Rating  
317 Madison Ave  
New York, NY 10017  
USA

☐ Additional inventors are listed on a separate sheet

For: System and Method for Facilitating Targeted Marketing Over a Telecommunications Network

Enclosed Are:

11 page(s) of specification  
1 page(s) of Abstract  
1 page(s) of claims  
5 sheets of ☒ Formal ☐ Informal drawings

       page(s) of Declaration and Power of Attorney

- ☐ Unsigned  
☐ Newly Executed  
☐ Copy from prior application  
☐ Deletion of inventors including Signed Statement under 37 C.F.R. §1.63(d)(2)

03/15/02  
JC678 U.S. PTO

11002 U.S. PTO  
10/098667  
03/15/02

10098667-031502

☒ **REQUEST AND CERTIFICATION UNDER 35 U.S.C. §122(b)(2)(B)(i) (form PTO/SB/35)**

As indicated on the attached Request and Certification, Applicant(s) certify that the invention disclosed in the attached application HAS NOT and WILL NOT be the subject of an application filed in another country, or under a multilateral agreement, that requires publication at eighteen months after filing. Applicant(s) therefore request(s) that the attached application NOT be published under 35 U.S.C. §122(b).

☐ Incorporation by Reference:

☐ The entire disclosure of the prior application, from which a copy of the combined Declaration and Power of Attorney is supplied herein, is considered as being part of the disclosure of the accompanying application and is incorporated herein by reference.

☐ Deletion of Inventors (37 C.F.R. §1.63(d) and §1.33(b))

Signed statement attached deleting inventor(s) named in the prior application serial no. \_\_\_\_\_, filed \_\_\_\_\_.

☐ Microfiche Computer Program (Appendix)

☐ page(s) of Sequence Listing

☐ computer readable disk containing Sequence Listing

☐ Statement under 37 C.F.R. §1.821(f) that computer and paper copies of the Sequence Listing are the same

☐ Assignment Papers (assignment cover sheet and assignment documents)

☐ A check in the amount of \$40.00 for recording the Assignment

☐ Charge the Assignment Recordation Fee to Deposit Account No. 13-4500, Order No. \_\_\_\_\_.

☐ Assignment Papers filed in the parent application Serial No. \_\_\_\_\_.

☐ Certification of chain of title pursuant to 37 C.F.R. §3.73(b)

☐ Priority is claimed under 35 U.S.C. §119 for:

Application No(s). \_\_\_\_\_, filed \_\_\_\_\_, in \_\_\_\_\_ (country).

☐ Certified Copy of Priority Document(s) [\_\_\_\_\_]

☐ filed herewith

☐ filed in application Serial No. \_\_\_\_\_, filed \_\_\_\_\_.

☐ English translation document(s) [\_\_\_\_\_]

☐ filed herewith

☐ filed in application Serial No. \_\_\_\_\_, filed \_\_\_\_\_.

☒ Priority is claimed under 35 U.S.C. §119(e) for:  
Provisional Application No. 60/276,288, filed 3/15/2001.

10092667-034502

- ☐ Information Disclosure Statement
- ☐ Copy of cited references
- ☐ PTO Form-1449
- ☐ References cited in parent application Serial No. \_\_\_\_\_, filed \_\_\_\_\_.
- ☐ Related Case Statement under 37 C.F.R. §1.98(a)(2)(iii)
- ☐ A copy of related pending U.S. Application(s) Serial No(s): \_\_\_\_\_, filed \_\_\_\_\_, respectively, is attached hereto.
- ☐ A copy of related pending U.S. Application(s) entitled, \_\_\_\_\_, filed \_\_\_\_\_ to inventor(s) \_\_\_\_\_, respectively, is attached hereto.
- ☐ A copy of each related application(s) was submitted in parent application serial no. \_\_\_\_\_, filed \_\_\_\_\_.
- ☐ Preliminary Amendment
- ☒ Return receipt postcard (MPEP 503)
- ☐ This is a ☐ continuation ☐ divisional ☐ continuation-in-part of International application no. \_\_\_\_\_, filed \_\_\_\_\_, published in English under PCT article 21(2) with an international publication no. \_\_\_\_\_ and is herein incorporated by reference.
- ☐ Cancel in this application original claims \_\_\_\_\_ of the parent application before calculating the filing fee. (At least one original independent claim must be retained for filing purposes.)
- ☐ A Preliminary Amendment is enclosed. (Claims added by this Amendment have been properly numbered consecutively beginning with the number following the highest numbered original claim in the prior application).
- ☐ The status of the parent application is as follows:
- ☐ A Petition for Extension of Time and a Fee therefor has been or is being filed in the parent application to extend the term for action in the parent application until \_\_\_\_\_.
- ☐ A copy of the Petition for Extension of Time in the co-pending parent application is attached.
- ☐ No Petition for Extension of Time and Fee therefor are necessary in the co-pending parent application.
- ☐ Please abandon the parent application at a time while the parent application is pending or at a time when the petition for extension of time in that application is granted and while this application is pending has been granted a filing date, so as to make this application co-pending.
- ☐ Transfer the drawing(s) from the parent application to this application
- ☐ Amend the specification by inserting before the first line the sentence:  
This is ☐ continuation ☐ divisional ☐ continuation-in-part of international application no. \_\_\_\_\_, filed \_\_\_\_\_, \_\_\_\_\_ and is herein incorporated by reference.

10098667-031502

I. CALCULATION OF APPLICATION FEE				
	Number Filed	Number Extra	Rate	Basic Fee \$740.00/370.00
Total Claims	3- 20 =	0	\$18.00/ \$9.00	\$ 0.00
Independent Claims	3- 3 =	0	\$84.00/ \$42.00	\$ 0.00
<input type="checkbox"/> Multiple Dependent Claims		If marked, add fee of \$280.00 (\$140.00)		\$ 0.00
TOTAL:				\$ 370.00

- ☒ Small entity status is or has been claimed. Reduced fees under 37 C.F.R. §1.9 (f) paid herewith \$370.00.
- ☐ A check in the amount of \$ \_\_\_\_ in payment of the application filing fees is attached.
- ☒ Charge fee to Deposit Account No. 13-4500, Order No. 4330-4004US1. A DUPLICATE COPY OF THIS SHEET IS ATTACHED.
- ☒ The Commissioner is hereby authorized to charge any additional fees which may be required for filing this application pursuant to 37 CFR §1.16, **including all extension of time fees pursuant to 37 C.F.R. § 1.17 for maintaining copendency** with the parent application, or credit any overpayment to Deposit Account No. 13-4500, Order No. 4330-4004US1. A DUPLICATE COPY OF THIS SHEET IS ATTACHED.

Respectfully submitted,  
MORGAN & FINNEGAN, L.L.P.

Dated: March 15, 2002

By: \_\_\_\_\_

Walter G. Hanchuk  
Registration No. 35,179

Correspondence Address:

MORGAN & FINNEGAN, L.L.P.  
345 Park Avenue  
New York, NY 10154-0053  
(212) 758-4800 Telephone  
(212) 751-6849 Facsimile

4009667.031502

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s) : Alex Mashinsky Group Art Unit: TBA  
Examiner: TBA  
Serial No. : TBA  
Filed : March 15, 2002  
For : System and Method for Facilitating Targeted Marketing Over a  
Telecommunications Network

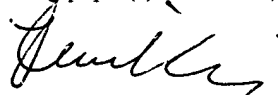
EXPRESS MAIL CERTIFICATE

Express Mail Label No. EV062746150US

Date of Deposit March 15, 2002

I hereby certify that the following attached paper(s) and/or fee Utility Application and Fee Transmittal  
(enclosing 11 pages specification; 1 page of abstract; 1 page of claims and 5 sheets of formal drawings (Figs 1-5));  
and Return Postcard is being deposited with the United States Postal Service "Express Mail Post Office to  
Addressee" service under 37 C.F.R. §1.10 on the date indicated above and is addressed to the Commissioner for  
Patents, Washington, D.C. 20231.

Vivian Zhang  
(Typed or printed name of person  
mailing paper(s) and/or fee)

  
(Signature of person mailing  
paper(s) and/or fee)

CORRESPONDENCE ADDRESS:  
MORGAN & FINNEGAN, L.L.P.  
345 Park Avenue  
New York, New York 10154  
(212) 758-4800  
(212) 751-6849 Facsimile

FORM: EXP-MAIL.NY  
Rev. 05/27/98



27123

PATENT TRADEMARK OFFICE